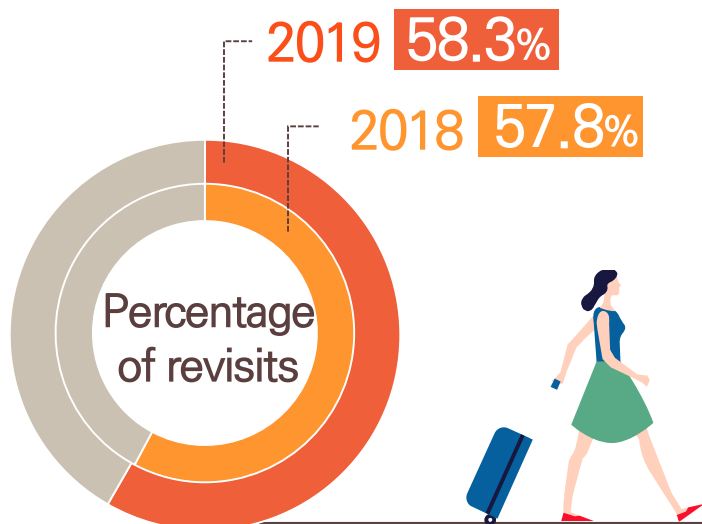


2019

Characteristics of International Tourists



I Timing of Booking Round-trip Ticket and Travel package

- ① Within 1~2 months before departure 38.6%
- ② Within 3~4 weeks before departure 17.9%
- ③ Within 3~6 months before departure 16.1%

I Countries Compared Before Visiting Korea*

- ① Japan 54.3%
- ② Thailand 9.1%
- ③ China 7.3%

I Reason for Selecting Korea*

- ① Shopping 66.2%
- ② Food/gourmet meal 61.3%
- ③ Natural landscape 36.3%

I Main Purpose of Visit

- ① Leisure/Amusement/Relaxation 67.8%
- ② Business/professional activities 17.7%
- ③ Visit friends/relatives 11.2%

I Most needed Information*

- ① Travel distance & transportation 51.0%
- ② Tourist destination 47.1%
- ③ Food/restaurant 46.2%

I Type of Tour

- ① Independent Travel 77.1%
- ② Group Travel 15.1%
- ③ Air-tel 7.8%

I Number of Companions**

2018
2.9
persons



2019
3.5
persons

I Type of Companions**

- ① Family/Relatives 47.1%
- ② Friends/boy, girl friends 39.7%
- ③ Coworker 14.2%

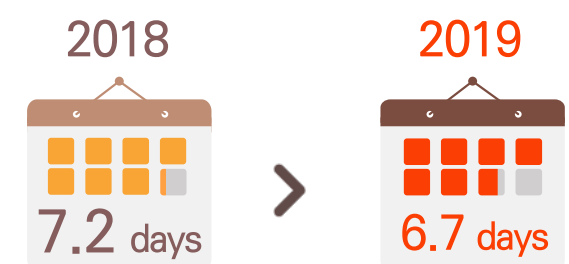
I Most Visited City*

- ① Seoul 76.4%
- ② Gyeonggi 14.9%
- ③ Busan 14.1%

I Accommodation***

- ① Hotel 72.2%
- ② Relative's/Friend's House 10.4%
- ③ Guesthouse/Hostel 6.8%

I Length of Stay



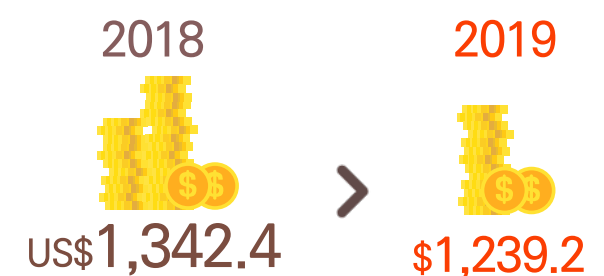
I Best Tourist Attraction*

- ① Myeong-dong/Namdaemun/Bukchang 55.9%
- ② Dongdaemun fashion town 24.7%
- ③ Around Sinchon/Hongik Univ 18.0%

I Major Activities*

- ① Shopping 92.5%
- ② Gourmet tours 76.8%
- ③ Natural landscape 59.5%

I Travel Expense



I Overall Satisfaction

2018
93.1%



2019
93.4%

I Shopping Places

- ① Myeong-dong Road shop 44.8%
- ② Airport duty free shop 33.5%
- ③ Downtown duty free shop 31.2%

I Shopping Items*

- ① Perfume, Cosmetics 64.4%
- ② Grocery 54.1%
- ③ Clothing 43.8%

* Multiple responses

** Excludes respondent, Multiple responses

*** More than 1 night, Multiple responses